Contents

	Contents	
CHAPTER		PAGE
	SECTION I	
	BASIC BUSINESS-ECONOMIC EDUCATION	
1	Basic Business	1
	RAY G. PRICE AND CHARLES R. HOPKINS University of Minnesota Minneapolis, Minnesota	
	THOMAS B. DUFF Richfield Senior High School Richfield, Minnesota	
2	Consumer Economics	11
	THEODORE J. BODUCH Morton West High School Berwyn, Illinois	
3	Business Law	24
	NEIL GASTON Trenton State College Trenton, New Jersey	
4	Business Principles and Management	39
	WILMER O. MAEDKE The University of North Dakota Grand Forks, North Dakota	
5	Economics	54
	EILEEN GENTRY University of Colorado Boulder, Colorado	
	SECTION II	
	MARKETING AND DISTRIBUTIVE EDUCATION	
6	Marketing and Distributive Education	66
	EDWARD T. FERGUSON, JR. The Ohio State University Columbus, Ohio	

SECTION III

OFFICE EDUCATION

7	Typewriting	84
	FRED E. WINGER Oregon State University Corvallis, Oregon	
8	Shorthand	98
	RUTH I. ANDERSON North Texas State University Denton, Texas	
9	Transcription	114
	ALAN C. LLOYD McGraw-Hill Book Company New York, New York	
10	Secretarial Procedures	128
	ELENA M. BUMANGLAG Waipahu High School Waipahu, Hawaii	
11	Clerical Procedures	148
	MARIE J. LYNCH Quincy High School Quincy, Massachusetts	
12	Accounting	160
	JOHN ISKRA, JR. State Department of Education Sacramento, California	
13	Data Processing	167
	JOHN W. WESTLEY Illinois Central College East Peoria, Illinois	

HAPTER		PAGE
14	Communications	183
	EDDA PERFETTO Nanuet High School Nanuet, New York	
15	Business Mathematics	195
	Anne G. Mayes Metropolitan Public Schools Nashville, Tennessee	
	SADIE C. GASAWAY Tennessee State University Nashville, Tennessee	
	SECTION IV	
	ORGANIZATIONAL PLANS	
16	Cooperative Education	206
	JOSEPHINE C. WILLIS State Department of Education Baton Rouge, Louisiana	
17	Simulation	223
	GARTH A. HANSON Utah State University Logan, Utah	
	E. CHARLES PARKER University of California Los Angeles, California	
18	Intensive Laboratory Education	240
	LARRY L. SHINN Lincoln High School Cambridge City, Indiana	
	SECTION V	
	POSTSECONDARY PROGRAMS	
19	Junior and Community Colleges	258
	RONALD K. EDWARDS Lansing Community College Lansing, Michigan	

CHAPTER	PAGE
20	Independent Business Schools
	JOHN E. BINNION Lear-Seigler Education Company Denver, Colorado
21	Continuing Education
	ROBERT E. FINCH Individualized Program Instruction Laboratories Cincinnati, Ohio
22	Teacher Education
	Part A: An Overview
	VAUGHNIE J. LINDSAY Southern Illinois University Edwardsville, Illinois
	Part B: Application of Technology
	Arnola C. Bose Oklahoma State University Stillwater, Oklahoma
	SECTION VI
	THE KEY TO SUCCESS IN
MEETIN	G CHANGING METHODS OF TEACHING BUSINESS SUBJECTS
23	A Multi-Ethnic Approach
	LUCILLE N. POLK District of Columbia Public Schools Washington, D.C.
24	The Dedicated and Professional Business Teacher 316
	LEROY BRENDEL West Hempstead High School West Hempstead, New York
	HERBERT YENGEL Farmingdale High School Formingdale New York

